

© Nissan's Vision for Transforming Transportation



Russell Vare
EV Regional Manager
September, 2010



Zero Emission

© The Nissan Vision

"A new era is beginning in the global automotive industry. At Nissan and Renault, we are working together to lead the way to mass-market zero-emission mobility."

- Carlos Ghosn, CEO of Nissan and Renault

Through the Renault-Nissan Alliance, we are bringing more than just a new car.
We are working to:

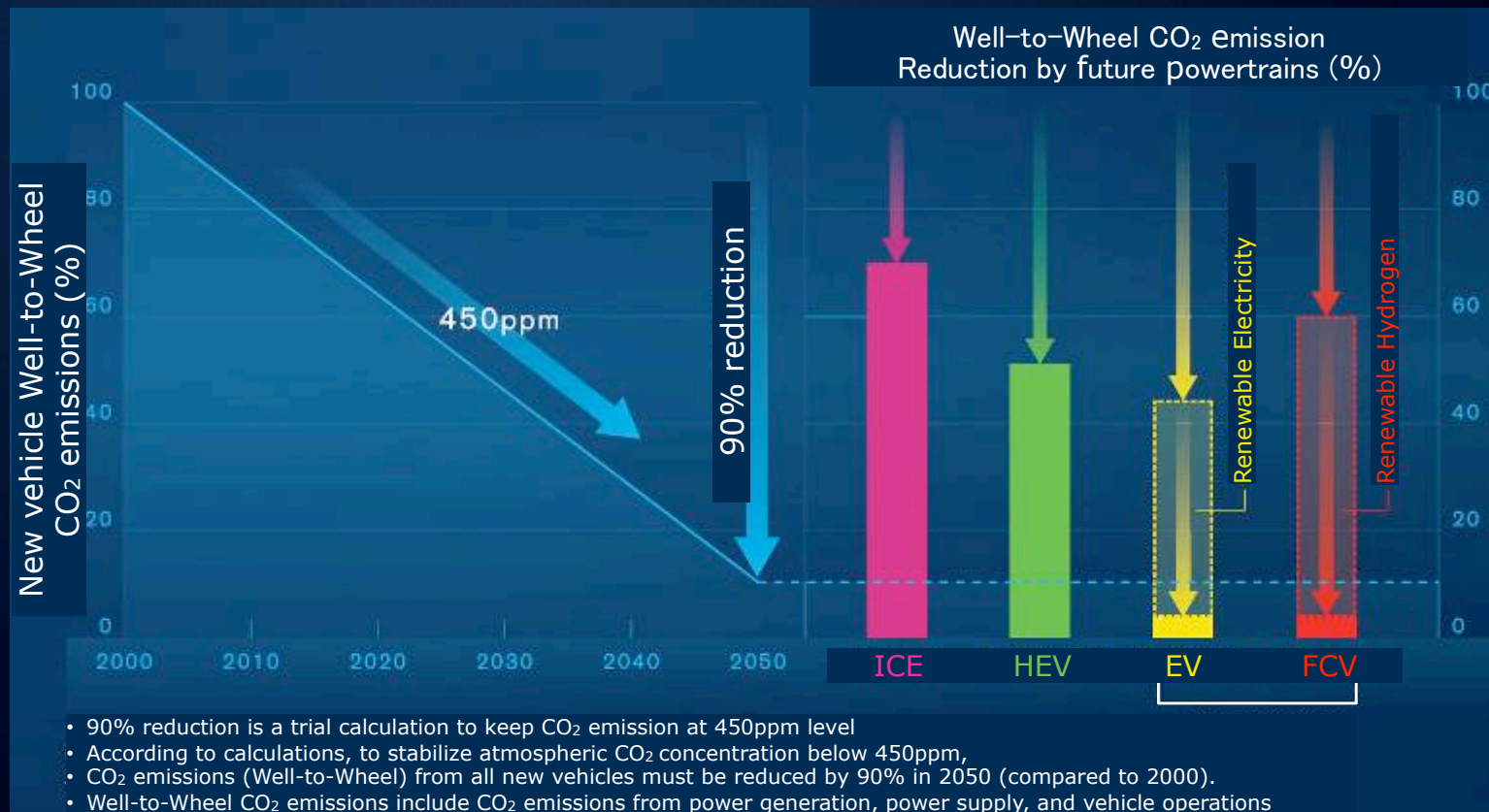
- Create mass production capability with global scale
- Create partnerships with countries, local governments, and utilities
- Partner with infrastructure specialists so that the whole system works
- Move closer and closer to a zero-emission society



◎ Long-term targets for CO₂ reduction

Intergovernmental Panel on Climate Change (IPCC) 4th Report

- To keep global temperature from rising more than 2 degrees Celsius, we need to keep CO₂ concentration below 450ppm.
- Nissan estimates that, to achieve 450ppm, we need to reduce CO₂ emission from all new vehicles by 90% by 2050 (vs. 2000)
- Nissan believes EV is one of the solutions to achieve CO₂ reduction objectives.



◎ Getting to Mass Market requires Scale

Battery / Nissan EV Manufacturing Capacity

France, Flin Battery

- Battery 100,000 units/year

UK, Sunderland Battery & EV

- Battery 60,000 units/year
- Production from 2012
- EV 50,000 units/year
- Production from 2013



Ground-breaking
April 27th

Japan, Oppama EV

- EV 50,000 units/year
- Production from 2010



Portugal, Aveiro Battery

- Battery 50,000 units/year
- Production from 2012

Japan, Zama Battery

- Battery 90,000 units/year (~2011)
- Production from 2010

USA, Smyrna Battery & EV

- Battery 200,000 units/year
- EV 150,000 units/year
- Production from 2012



© Nissan LEAF – Product Highlights

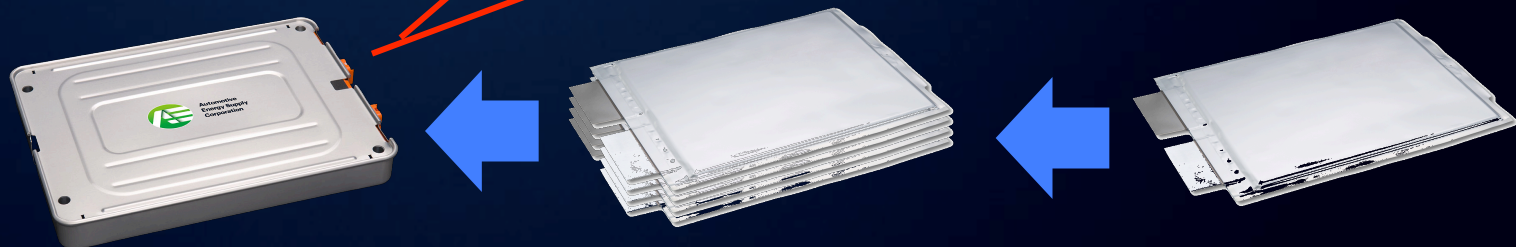
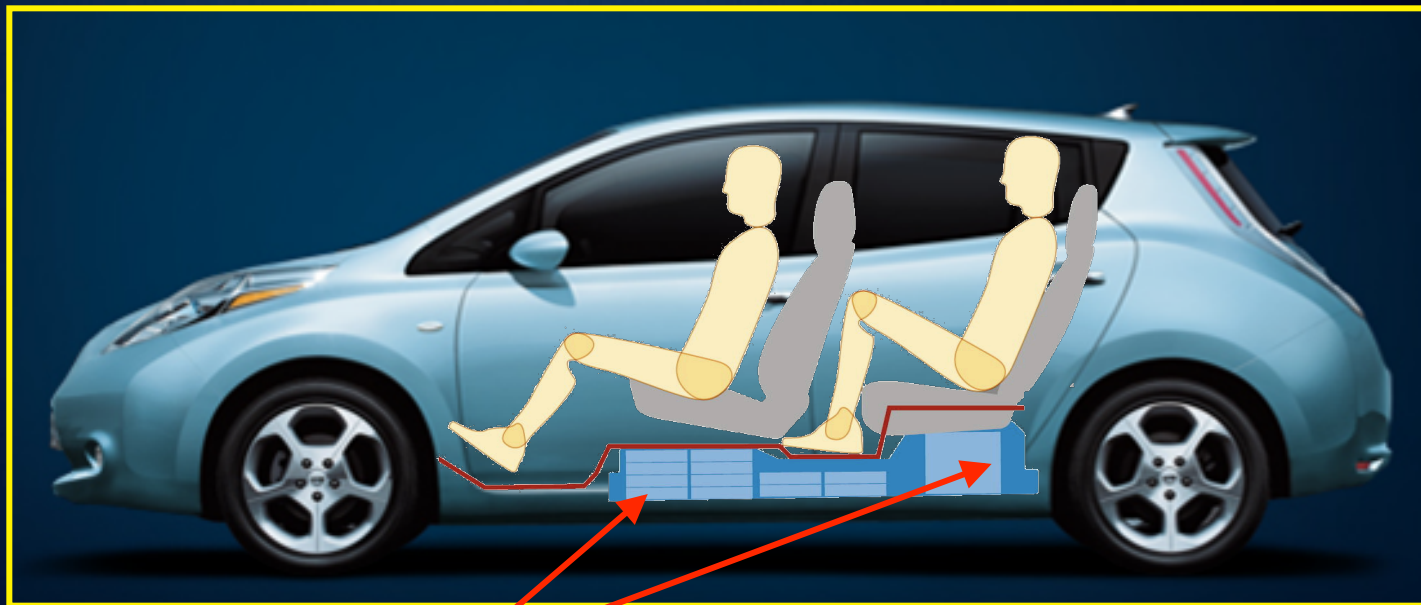
- Zero emission
- Affordable
- Stimulating acceleration
- Quietness
- 100-mile range sufficient for daily use
- Advanced intelligent transportation (IT) system



Size	5-door compact hatchback
Capacity	5 Adults
Range	100 miles (US LA4)
Top Speed	90 mph
Battery	Laminated Li-ion
Capacity/Power	24 kWh/over 90kW
Motor	High-response synchronous AC Motor (80kW/280Nm)
IT System	Integrated communication system

◎ Superior Battery Technology

- Places **batteries** in the safest location
- Provides **optimum weight distribution** for ideal/predictable handling
- Allows for 5 passenger seating by not intruding into cabin space



◎ Connected Mobility

LEAF is equipped with Telematics control unit that transmits and receives data that will allow for unprecedented conveniences.



Automatic charging spot updates



NEW charging spots



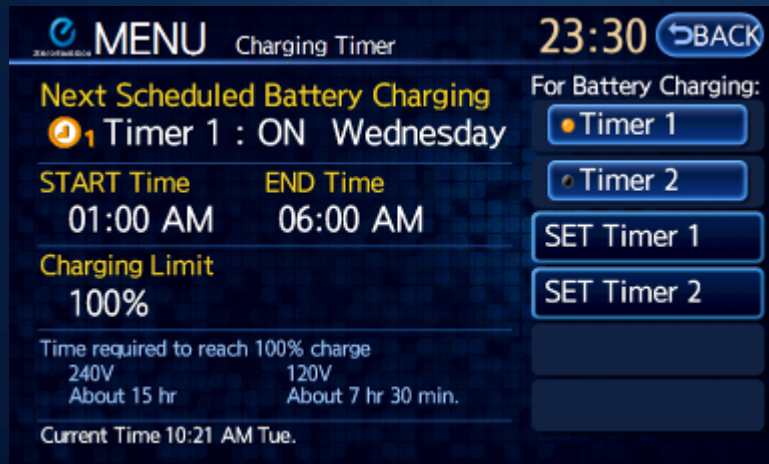
Remote vehicle access

- Charging/Climate Control
- Charge Status
- Plug-in reminder
- Access by internet and web-enabled phone

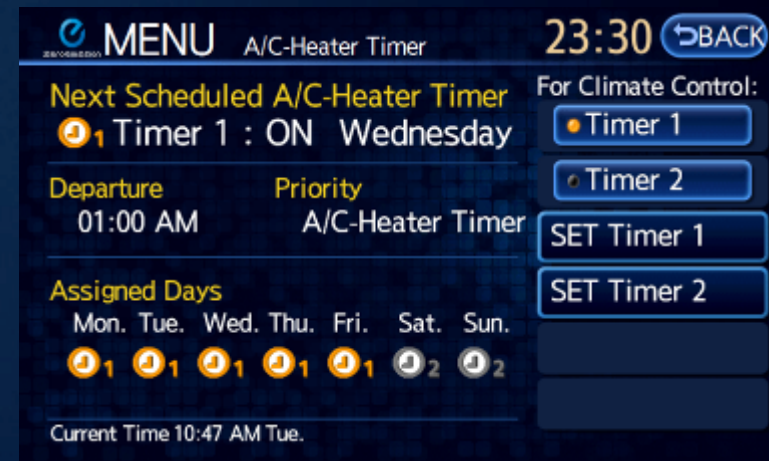
Appeal point 3: Always “Connected”

Timer function

- For efficiency and comfort



Charge timer: Use for off-peak electricity rates



A/C-heater timer: Start A/C before driving



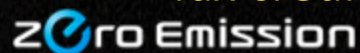


© Making Zero-emissions Affordable



2011 Nissan LEAF – MSRP starting at \$32,780

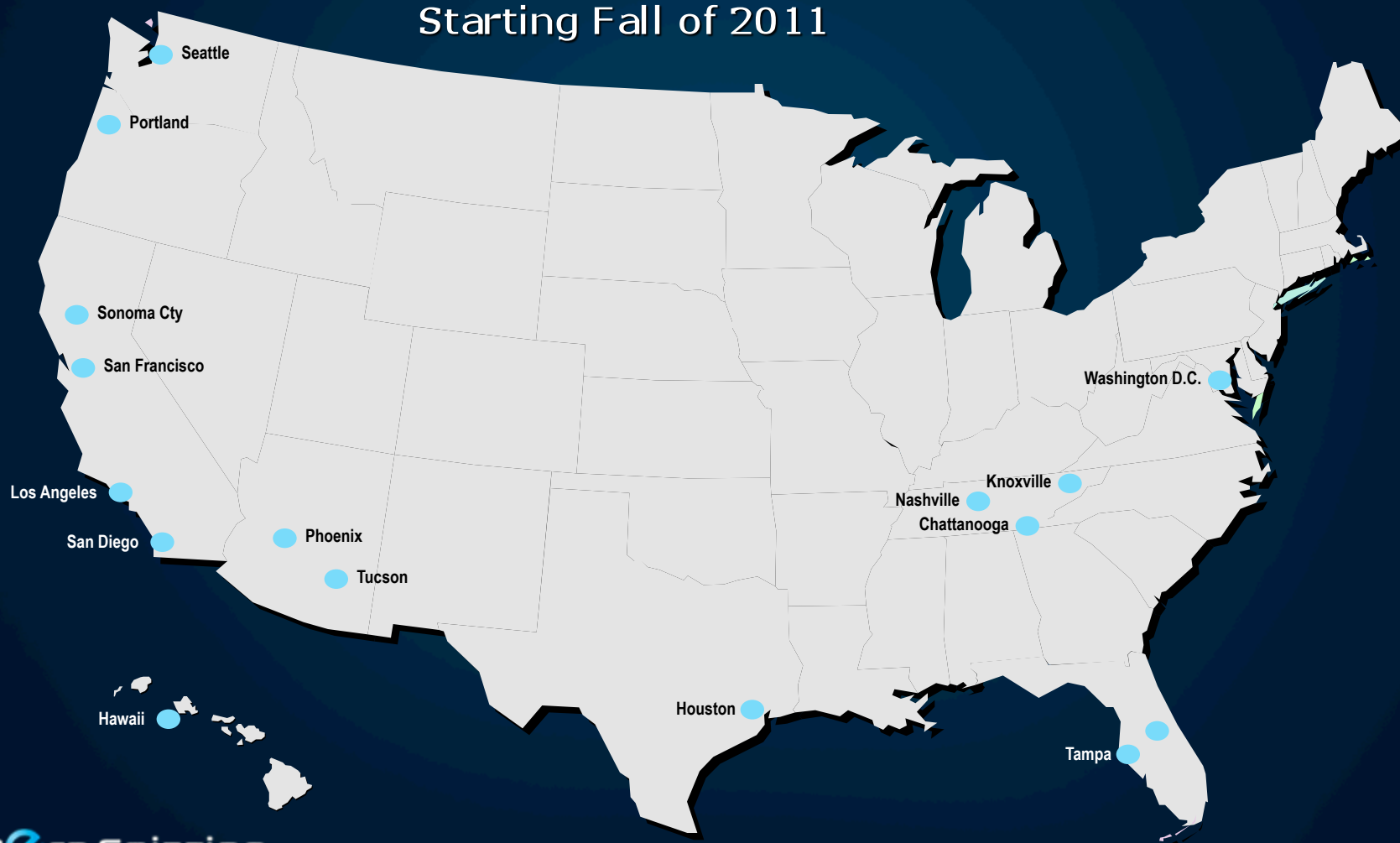
- \$25,280 after \$7,500 Federal tax credit
- Washington – Sales tax exemption
- Additional incentives: California – clean vehicle rebate of up to \$5,000. Hawaii, Colorado, Georgia also have up to \$5,000 state level incentives
- Tax credit up to \$2,000 available toward installing of personal charging dock





Nissan's Market Rollout

December, 2010
January, 2011
April, 2011
Starting Fall of 2011



◎ EV Market Readiness

1. Incentives for consumers

- Financial (tax credit, free permitting, free charging, subsidized charger installation)
- Non-financial (HOV lane access, preferential parking, etc.)

2. Streamlined EVSE permit process

- Fast, easy permit application process (online permitting)
- Expedient installation approvals or installer self certification

3. Charging Infrastructure

- Home → Workplace → Public

4. Education and Public Outreach

- Educate the public on environmental, social, and financial benefits of electric drive vehicles

Nissan
LEAF

the new car

